



THE ENJOYMENT GAP.

THIS
GIRL
CAN

IN 2015 THIS GIRL CAN CHANGED THE GAME

We inspired 2.9 million phenomenal women to get active in all their sweaty, jiggly glory. Everyday women with relatable bodies gave judgement the finger and got moving in ways that worked for them.

But despite this progress, there is still more to do. Research shows that the pandemic and cost-of-living crisis have had a disproportionate impact on women. Meaning that women have less to spend on weekly budgets and less time to spend on themselves. As a result, their activity levels have fallen and show little sign of recovery. So how can we make a change? 2.4 million fewer women than men strongly agree that they enjoy getting active. We call this the enjoyment gap. And it's up to all of us to close it.

We've identified **four action areas** where people like you – the people who make sport and physical activity happen – can help shrink that enjoyment gap once and for all.

SOCIAL

Having a support network or feeling part of a bigger community is integral to making activity enjoyable whether you're exercising alone or with others. Even if it's a catch up with friends, with a workout on the side.

51% OF WOMEN SAY THEY ENJOY THE SOCIAL SIDE OF ACTIVITY.¹

SUITABLE

Designing your offering to cater to your communities' specific needs. Considering their cultural and practical requirements, as well as ensuring timings are considerate of their competing priorities. You can power up enjoyment by making it feel possible for them.

18% OF WOMEN SAY THE CHOICE OF FACILITIES, ACTIVITIES OR CLASSES THEY CAN ACCESS DOESN'T SUIT THEIR LIFESTYLE.²

SELF-AFFIRMING

Creating an environment where members feel confident and comfortable in their own skin regardless of shape, size or ability. Boosting enjoyment by empowering them to show up unapologetically as themselves and find their tribe.

23% OF WOMEN DON'T FEEL COMFORTABLE IN THEMSELVES EXERCISING.³

SAFE

Creating spaces where women feel emotionally and physically safe, free from harassment and intimidation. Because when they're free from worry, they're free to enjoy activity.

1 IN 5 WOMEN SAY THEY WORRY ABOUT THEIR SAFETY WHILST WORKING OUT.⁴

The enjoyment gap is not inevitable and is completely fixable by challenging the practical and structural obstacles that make activity feel less welcoming for women. Focusing on making activity more safe, social, self-affirming and suitable for women. With you, we will reshape women's experiences to welcome all women with open arms. With you, we will challenge one another to act on women's needs. With you, we will change so that no woman is left behind. With you, we can make a real difference to how women experience activity.

With you, This Girl Can.

References:

1. Savanta ComRes. *Activity Check-In Quantitative Research. Wave 3. 19.08.2022 – 22.08.2022*
2. Walnut. *This Girl Can Campaign Evaluation Data. Wave 24. November 2022*
3. Walnut. *This Girl Can Campaign Evaluation Data. Wave 24. November 2022*
4. Walnut. *This Girl Can Campaign Evaluation Data. Wave 22. November 2021*



Click here for further information on the enjoyment gap and how you can help close it.

